# implement & tractor

*The business magazine of the farm and industrial equipment industry* JULY 1985

## Dealers' Shop Labor Rates page 16

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Conventions, Meetings, Shows page 31

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INTERTEC PUBLISHING CORPORATION

# Implement & Tractor

*The business magazine of the farm and industrial equipment industry.*

July 1985 • Vol. 100 • No. 9

**8: Deutz and Allis Get Hitched.** By 1986: One company, one contract, one product line, Deutz-Allis officials tell the dealer organization.

**12: Service is (Almost) Their Only Business.** An emphasis on parts, service and profit-center management has given Van-Wall Equipment in Perry, Iowa (and elsewhere), the strength to hang on when wholegoods sales are down.

**16: FDO Report: Adjust to a Justifiable Time.** Dealers in our survey on shop rates seem a little shy about asking customers to pay for all time worked.

**18: FIEI Works Capitol Hill.** Members of the industry group made political contacts part of their Spring Marketing & Management Conference in Washington, D.C.

**31: Conventions, Meetings and Shows.** The annual I&T compilation of major farm shows, trade events and other happenings. This is a definite keeper for people who plan.

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# I&T Update

## May Retail Sales: Pluses and Minuses

Retail sales of farm equipment in the U.S. showed some improvements in May over the same month in 1984, according to the flash report of the Farm & Industrial Equipment Institute, but others—particularly tractors over 100 hp—were continuing their downward path.

Pickups were noted in tractors under 100 hp, in combines, conventional balers, forage harvesters and mower-conditioners. For the first five months, only tractors under 40 hp and mower-conditioners are ahead.

**Unit Retail Sales**

| | May | | | January-May | | |
|---|---|---|---|---|---|---|
| | 1985 | 1984 | Pct. Change | 1985 | 1984 | Pct. Change |
| Farm Wheel Tractors: | | | | | | |
| 2-wheel drive | | | | | | |
| Under 40 hp | 7,403 | 6,559 | + 12.9 | 24,109 | 21,753 | + 10.8 |
| 40-99 hp | 3,918 | 3,557 | + 10.1 | 15,882 | 17,254 | - 8.0 |
| 100-139 hp | 729 | 879 | - 17.1 | 3,992 | 4,598 | - 13.2 |
| Over 140 hp | 866 | 1,169 | - 25.9 | 4,955 | 6,508 | - 23.9 |
| **Total 2-wheel drive** | **12,916** | **12,164** | **+ 6.2** | **48,938** | **50,113** | **- 2.3** |
| 4-wheel drive | | | | | | |
| Under 200 hp | 93 | 169 | - 45.0 | 396 | 810 | - 51.1 |
| Over 200 hp | 168 | 244 | - 31.1 | 742 | 1,275 | - 41.8 |
| **Total 4-wheel drive** | **261** | **413** | **- 36.8** | **1,138** | **2,085** | **- 45.4** |
| **Total All Tractors** | **13,177** | **12,577** | **+ 4.8** | **50,076** | **52,198** | **- 4.1** |
| S-P Combines | 481 | 439 | + 9.6 | 1,917 | 2,906 | - 34.0 |
| Balers (under 200-lb. bales) | 910 | 698 | + 30.4 | 2,314 | 2,338 | - 1.0 |
| Forage Harvesters (shear-bar type) | 198 | 187 | + 5.9 | 621 | 703 | - 11.7 |
| Mower-Conditioners | 1,744 | 1,326 | + 31.5 | 4,320 | 4,036 | + 7.0 |

## Case Buys IH Units in Europe

In May, J I Case Co. exercised its option to buy International Harvester Co. operations in Europe. These include works at St. Dizier (tractors), Croix (tractors) and Angers (combines) in France, and Neuss (engines) in West Germany, plus the Danish marketing organization.

Before the Case-IH merger earlier this year, Case had a factory at Meltham, U.K., making six tractors from 43 to 95 hp; in the merger, Case acquired IH's Doncaster factory, which makes seven models from 35 to 72 hp. The number of models has been reduced from 13 to six.

Case-IH's current tractor offering for Europe is made up of seven families with 25 different models. A three-year process of consolidation will leave three families with a total of eight models in the 40 to 140 hp range.

At the time of the consolidation, there were 872 IH and 377 J I Case retail outlets in Europe. The intent is to have a network of 991 outlets.

## WFE Stays Alive As Creditors Dicker

The ailing White Farm Equipment Co. remained in operation in late June as creditors prepared for bankruptcy hearings and Borg Warner Acceptance Corp., the major creditor, once again prepared to auction off the firm's assets.

Robert L. Terry, general operating manager of WFE, said the various bankruptcy cases had been consolidated in the federal courts in Chicago.

Faced with involuntary Chapter 7 (liquidation) bankruptcy filings, WFE received court permission to file for Chapter 11 (reorganization). The start of court hearings awaited organization of a creditors' committee.

Terry said BWAC, which wants $148 million from WFE-U.S. and $66 million from White Farm Mfg. Canada, Ltd., has re-scheduled an auction of the U.S. assets for July 24.

"An auction would actually be helpful to set some value on the assets," Terry said. "In the meantime, we're operating as well as we can under an order from the court."

In Canada, Terry said, delicate maneuverings continue among BWAC, Bill Sinclair (White's Canadian owner) the government and Massey-Ferguson, which might pick up some of White's assets or patents.

## MF: Modest Profit Despite Combine Losses

In the first quarter of its current fiscal year, ended April 30, Massey-Ferguson Ltd. posted a profit of $400,000 sales of $306 million. In the same period a year ago, earnings were $2.4 million on sales of $365 million.

This year's first period included a loss of $2.9 million on currency fluctuations, compared with a currency profit of $100,000 a year earlier.

Victor Rice, MF chairman, said that farm tractors, diesel engines and industrial machinery lines were profitable, but that combines lost $10 million due to a steep sales decline.

Inventories as of April 30 were reported to be $240 million lower than a year earlier.

## Long Mfg. Files Under Chapter 11

Long Mfg. N.C., Inc., filed on June 13 for Chapter 11 bankruptcy court protection from creditors. The company finish-assembles and markets a line of Romanian tractors and builds various farm machines and structures.

The petition, filed at the Wilson, N.C., federal court, could give Long 120 days to develop a reorganization plan. J. Larkin Pahl, attorney for the firm, said it would be "business as usual" for a while, except that pre-filing debts would go unpaid for a time.

Long filed the Chapter 11 petition two days after a petition for involuntary Chapter 7 (liquidation) bankruptcy was filed against the company by four creditors, including two banks and two insurance companies.

Pahl said the four were from a group of nine major creditors to whom Long Mfg. owes about $9 million. There is also, he said, a "trade debt" of $8 million to $9 million owed to suppliers, including the Romanian company that supplies the tractors.

Against those debts, he said, Long as a going concern shows a balance-sheet value of about $30 million.

## Briefly....

**The Case/IH** dealer network in the United Kingdom stands about 200 dealers, according to Agricultural Machinery Journal. Each company had approximately 160 dealers before the acquisition by Tenneco, Case's parent, of International Harvester's farm equipment business. Some dealerships among the 120 not offered the newly integrated line have been given subdealer status.

**Dallas G. Lien,** engineering vice-president for Steiger Tractor Co., has been named acting chief executive officer. The company is searching for a successor to David Koentopf, who has resigned as president and chief executive officer. A permanent president is expected to be named in mid-August.

# AUCTION PRICES OF USED EQUIPMENT

**An exclusive I&T monthly report of actual prices paid recently at these leading national wholesale auctions.**

*Asterisk beside tractor price indicates highest bid offered on tractors which were not sold.*

## JONES FARM EQUIPMENT CO.
## Dothan, Alabama
## May 14, 1985

**CASE TRACTOR**
430, 1953 (Rough) ..... 450

**MASSEY-FERGUSON TRACTORS**
590 diesel, (Fair) ..... 3250*
275 diesel, 1977 (Good) ..... 4650
230 diesel, 1979 (Excellent) ..... 4000*
175 diesel, 1966 (Good) ..... 3650
165 diesel, 1971 (Fair) ..... 2650
165 diesel, 1968 (Fair) ..... 2800*
165 diesel, 1966 (Rough) ..... 1350*
165 diesel, 1966 (Fair) ..... 2800*
135 diesel, 1973 (Excellent) ..... 4300*
135 diesel, 1972 (Excellent) ..... 4400*
135 diesel, 1971 (Fair) ..... 1800
135 diesel, 1968 (Good) ..... 2800*
135 diesel, 1967 (Good) ..... 2600*
135 diesel, 1966 (Fair) ..... 2100*
65, LP, 1961 (Fair) ..... 1150*
65 diesel, 1960 (Fair) ..... 1450*
65 diesel, 1959 (Rough) ..... 650
64, 1950 (Good) ..... 1400*
35 diesel, 1963 (Rough) ..... 1125
35 diesel, 1961 (Fair) ..... 1500
35, 1958 (Good) ..... 1750

**FORD-FERGUSON TRACTORS**
9N, 1946 (Good) ..... 1100
9N, 1943 (Rough) ..... 525*

**FORD TRACTORS**
TW20 diesel, 1979 (Good) ..... 10,750*
7600 diesel, 1977 (Fair) ..... 4650*
6600 diesel, 1976 (Good) ..... 4750
6600 diesel, 1975 (Fair) ..... 3800
6600 diesel, 1975 (Good) ..... 4000*
4000 diesel, 1972 (Excellent) ..... 4100*
4000, Select-O-Speed, 1966 (Fair) ..... 1800*
4000 diesel, cracked block, 1968 (Rough) ..... 1250*
3600 diesel, 1975 (Fair) ..... 3500
3000 diesel, 1967 (Fair) ..... 2800
3000 diesel, 1967 (Fair) ..... 2700
3000 diesel, 1966 (Fair) ..... 2500
3000 diesel, 1966 (Fair) ..... 2200
3000 diesel, 1965 (Fair) ..... 2500
2810 diesel, (Excellent) ..... 8000*
2810 diesel, (Excellent) ..... 8300*
951 diesel, 1959 (Fair) ..... 825
850, 1955 (Good) ..... 1800*
850, 1955 (Rough) ..... 600
841, 1958 (Good) ..... 1800
NAA, 1954 (Fair) ..... 1050
8N, 1952 (Excellent) ..... 1700*
8N, 1951 (Good) ..... 1450
8N, 1951 (Rough) ..... 650
8N, 1948 (Fair) ..... 1025
8N, 1948 (Rough) ..... 725
8N, 1948 (Fair) ..... 850
8N, 1948 (Rough) ..... 725

**INTERNATIONAL HARVESTER TRACTORS**
1486 diesel, cab, duals, 1976 (Fair) ..... 6100*
684 diesel, 1978 (Good) ..... 4700
674 diesel, 1975 (Good) ..... 4200
674 diesel, 1975 (Fair) ..... 3400
674 diesel, 1974 (Fair) ..... 3300
666 diesel, 1974 (Fair) ..... 2700*
464 diesel, 1971 (Good) ..... 2950
424 diesel, 1967 (Good) ..... 1700*
364 diesel, 1976 (Rough) ..... 1325
Cub LoBoy, 1956 (Rough) ..... 485
Cub, cult., plt., plow, 1949 (Rough) ..... 675
Cub, cult., mo., plow, 1948 (Rough) ..... 675

**JOHN DEERE TRACTORS**
4620 diesel, 1972 (Good) ..... 5000*
4020 diesel, 1968 (Good) ..... 3950*
2040 diesel, 1977 (Good) ..... 5200
1020 diesel, 1966 (Good) ..... 2750*
820 diesel, 1970 (Good) ..... 1900

**LONG TRACTOR**
310 diesel, (Good) ..... 3750*

## YODER & FREY, INC.
## Archbold, Ohio
## May 13, 1985

**JOHN DEERE TRACTORS**
A, 1944 (Rough) ..... 500*
G, 1949 (Fair) ..... 780
50, 1954 (Fair) ..... 775
520, 1956 (Rough) ..... 800
520, 1957 (Fair) ..... 1850*
60, 1953 (Fair) ..... 850
70, ..... 1000
730, 1958 (Fair) ..... 2000*
730 diesel, 1959 (Fair) ..... 1350
2010 diesel, 1961 (Rough) ..... 975
2020, 1971 (Good) ..... 4275
2030 1974 (Fair) ..... 5250
2030, 1973 (Fair) ..... 4000*
3010 diesel, 1962 (Rough) ..... 2650
3010, ..... 1825
3020, 1965 (Fair) ..... 4500
3020, 1966 (Fair) ..... 3500*
3020, 1965 (Fair) ..... 3400*
4010 diesel, 1963 (Fair) ..... 3450*
4010 diesel, 1963 (Fair) ..... 2550
4020 diesel, 1966 (Fair) ..... 4800*
4020, 1968 (Rough) ..... 3400*
4020, 1966 (Fair) ..... 4200
4020 diesel, 1967 ..... 5900
4020, 1966 (Fair) ..... 3900
4020 diesel, 1966 (Good) ..... 4050
4230, 1974 (Good) ..... 8000*
4430, 1975 (Good) ..... 9300
4430, 1974 (Good) ..... 10,250*
4520, 1971 (Good) ..... 6250
4620, 1972 (Good) ..... 5250

**ALLIS-CHALMERS TRACTORS**
B, 1945 (Rough) ..... 475
B, (Rough) ..... 400
C, 1949 (Fair) ..... 500
C, 1950 (Fair) ..... 325
G, ..... 1200
WC, 1941 (Rough) ..... 300
WD, ..... 800
D-10, 1965 (Fair) ..... 1375
D-14, 1959 (Rough) ..... 625*
D-17, 1961 (Rough) ..... 750*
D-17, 1959 (Fair) ..... 675
D-19, 1960 (Fair) ..... 1175
D-21, ..... 3950
190, 1970 (Fair) ..... 3200*
190XT, 1964 (Rough) ..... 2050
200, 1970 (Good) ..... 4750*
210, 1971 (Good) ..... 4750
7030, 1976 (Fair) ..... 5500*

**DEUTZ TRACTOR**
D-13006, (Fair) ..... 4300

**DAVID BROWN TRACTORS**
990 diesel, 1967 (Fair) ..... 2250

**FERGUSON & MASSEY-FERGUSON TRACTORS**
TE-30, 1946 (Fair) ..... 925*
30, 1950 (Fair) ..... 1200
65, 1962 (Rough) ..... 1700*
65, 1961 (Fair) ..... 2600*
65, 1962 (Fair) ..... 2275*
65, 1962 (Rough) ..... 1700*
285 diesel, 1979 (Fair) ..... 9000*
275, 1980 (Fair) ..... 4700
1080 diesel, 1972 (Fair) ..... 4400
1085, 1976 (Good) ..... 5400
1100, 1968 (Fair) ..... 2300
1100, 1969 (Rough) ..... 1700*
1135, 1975 (Good) ..... 6200

**FORD TRACTORS**
8N, ..... 950
8N, 1946 (Rough) ..... 900
8N, 1950 (Rough) ..... 1000*
8N, 1948 (Rough) ..... 925
8N, ..... 950
9N, ..... 740
9N, 1943 (Rough) ..... 625
9N, 1943 (Fair) ..... 650*
9N, 1944 (Fair) ..... 750
9N, 1941 (Fair) ..... 675
800, 1958 (Fair) ..... 2400
900, 1957 (Fair) ..... 1825*
601, 1957 (Fair) ..... 1900
601, 1957 (Fair) ..... 1850*
2000 diesel, 1966 (Fair) ..... 2200*
2000, 1970 (Good) ..... 3000
3000 diesel, 1965 (Fair) ..... 2400
3000, 1972 (Good) ..... 4800*
4000 diesel, 1965 (Rough) ..... 3000*
5000 diesel, 1967 (Rough) ..... 3800
5000, 1973 (Fair) ..... 4500*
5000, 1972 (Rough) ..... 4200*
7000 diesel, 1972 (Good) ..... 5800*
8600, 1974 (Fair) ..... 4700*
9000 diesel, 1971 (Fair) ..... 4250*
9600 diesel, 1975 (Fair) ..... 7100
9600, 1976 (Good) ..... 5500*
9600, 1975 (Good) ..... 6500
Jub., ..... 1500
Jub., 1954 (Fair) ..... 1850*
9700 diesel, 1975 (Fair) ..... 10,200*
860, 1952 (Fair) ..... 2250*

**MASSEY-HARRIS TRACTORS**
30, 1945 (Fair) ..... 210
44 diesel, 1951 (Rough) ..... 810*

**INTERNATIONAL HARVESTER TRACTORS**
100, 1955 (Fair) ..... 1850*
Sup. C, 1953 (Fair) ..... 775*
Sup. C, 1950 (Fair) ..... 585
Sup. C, 1951 (Fair) ..... 700
C, 1947 (Rough) ..... 500*
C, 1949 (Fair) ..... 640
A, 1940 (Good) ..... 450
A, 1949 (Rough) ..... 500
A, 1945 (Fair) ..... 1250*
A, 1959 (Good) ..... 1025
Cub, 1948 (Rough) ..... 1150*
Cub, 1958 (Fair) ..... 1150*
Cub, 1957 (Fair) ..... 825
Cub, 1954 (Fair) ..... 1100*
Cub, 1956 (Fair) ..... 775*
Cub, 1958 (Fair) ..... 775*
Cub Lo-Boy (Fair) ..... 1525
154 Lo-Boy, (Fair) ..... 2050
154 Lo-Boy, 1971 (Fair) ..... 2125*
H, 1947 (Fair) ..... 600*
Sup. H., 1946 (Fair) ..... 475
M, ..... 580
Sup. M, 1952 (Fair) ..... 900
140, 1959 (Fair) ..... 2000
300, 1955 (Rough) ..... 650*
300, ..... 1850
300, 1957 (Fair) ..... 1350
400 diesel, 1957 (Rough) ..... 650*
400, 1956 (Fair) ..... 1275
464 diesel, 1970 (Rough) ..... 3000*
460, 1961 (Rough) ..... 600*
460, 1960 (Rough) ..... 1700*
460 diesel, 1960 (Rough) ..... 1175
504, 1966 (Good) ..... 4150
560, 1960 (Fair) ..... 1125*
560, 1961 (Good) ..... 1750*
Sup. A, 1951 (Rough) ..... 1200
666, 1975 (Excellent) ..... 5400*
706 diesel, 1964 (Fair) ..... 2500*
706, 1964 (Fair) ..... 2300
706, 1963 (Fair) ..... 3100*
766 diesel, 1973 (Good) ..... 7800*
806 diesel, 1965 (Rough) ..... 2900*
806, 1965 (Fair) ..... 2700
826, 1970 (Good) ..... 4900*
856, 1970 (Good) ..... 5750*
986, 1973 (Fair) ..... 6000*
986, 1975 (Rough) ..... 3900*
986, 1977 (Good) ..... 10,200*
1066, 1972 (Fair) ..... 5400*
1066, 1974 (Good) ..... 7700*
1066, ..... 8500
1066, 1976 (Good) ..... 8500*
1586, 1975 (Good) ..... 13,000*
1586, 1977 (Good) ..... 13,300*
3588 diesel, (Rough) ..... 8900

**WHITE TRACTOR**
4-150, 1974 (Rough) ..... 7500

**OLIVER TRACTORS**
60, 1945 (Rough) ..... 275
77, (Fair) ..... 320*
88 diesel, 1954 (Good) ..... 675
88 diesel, ..... 280
770, 1958 (Fair) ..... 1100*
880, 1963 (Good) ..... 1475
1550, 1967 (Fair) ..... 2850*
1650, 1965 (Good) ..... 3400
1650, 1966 (Fair) ..... 3495*
1650 diesel, 1965 (Fair) ..... 2100*
1650 diesel, 1968 (Good) ..... 2700
1950-T diesel, 1964 (Rough) ..... 2800
1955, 1973 (Fair) ..... 5000*
Sup. 77 diesel, 1953 (Fair) ..... 800*

**CASE TRACTORS**
830, 1964 (Fair) ..... 1700*
1070, 1972 (Fair) ..... 5900*
1170, 1970 (Good) ..... 5000*
1175, 1974 (Rough) ..... 4000*
1370, 1976 (Good) ..... 5250
2390, 1981 (Excellent) ..... 11,500*
2470, (Fair) ..... 7400*

**COCKSHUTT TRACTORS**
40, ..... 500
580, ..... 580
1750 diesel, 1967 (Good) ..... 2200

**MINNEAPOLIS-MOLINE TRACTORS**
U, 1948 (Fair) ..... 325